**Blinkit Data Analysis**

**BUSINESS REQUIREMENT**

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs.

#### KPI’s Requirements

1. **Total Sales**: The overall revenue generated from all items sold.
2. **Average Sales**: The average revenue per sale.
3. **Number of Items**: The total count of different items sold.
4. **Average Rating**: The average customer rating for items sold.

select \* from blinkit\_data

select count(\*) from blinkit\_data

**Data Cleaning**

update blinkit\_data

set Item\_Fat\_Content =

case

when Item\_Fat\_Content in ('LF','low fat') then 'Low Fat'

when Item\_Fat\_Content = 'reg' then 'Regular'

else Item\_Fat\_Content

end

select distinct(item\_fat\_content) from blinkit\_data

**Q.1 TOTAL SALES BY FAT CONTENT**

**ANS**:

select Item\_Fat\_Content,

cast(sum(Total\_Sales) as decimal(10,2)) as Total\_sales,

cast(avg(Total\_Sales) as decimal(10,1)) as Avg\_Sales,

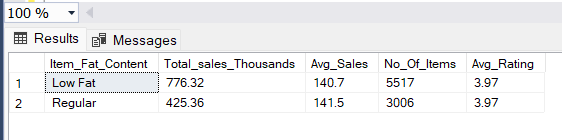
count(\*) as No\_Of\_Items,

cast(avg(Rating)as decimal(10,2)) as Avg\_Rating

from blinkit\_data

group by Item\_Fat\_Content

order by Total\_Sales desc;



**Q.2 TOTAL SALES BY ITEM TYPE**

**ANS**:

select Top 5 Item\_Type,

cast(sum(Total\_Sales)/1000 as decimal(10,2)) as Total\_sales,

cast(avg(Total\_Sales) as decimal(10,1)) as Avg\_Sales,

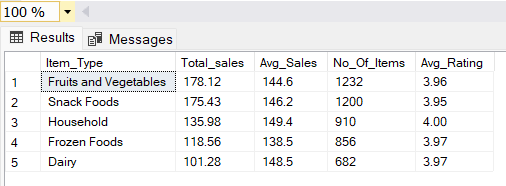
count(\*) as No\_Of\_Items,

cast(avg(Rating)as decimal(10,2)) as Avg\_Rating

from blinkit\_data

group by Item\_Type

order by Total\_sales desc;



**Q.3 FAT CONTENT BY OUTLET FOR TOTAL SALES**

**Ans:**

select outlet\_location\_type,

isnull([Low Fat],0) as Low\_Fat,

isnull([Regular],0) as regular

from

(

select Outlet\_Location\_Type ,Item\_fat\_content,

cast(sum(Total\_Sales)/1000 as decimal(10,2)) as Total\_sales

from blinkit\_data

group by Outlet\_Location\_Type,Item\_Fat\_Content

) as SourceTable

PIVOT

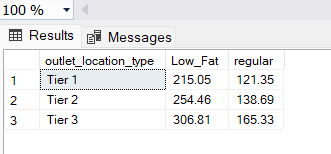
(

sum(total\_sales)

for item\_fat\_content in ([Low Fat],[Regular])

) as PivotTable

Order by outlet\_location\_type;



**Q.4 TOTAL SALES BY OUTLET ESTABLISHMENT**

**Ans:**

Ans= select Outlet\_Establishment\_Year,

cast(sum(Total\_Sales)/1000 as decimal(10,2)) as Total\_sales,

cast(avg(Total\_Sales) as decimal(10,1)) as Avg\_Sales,

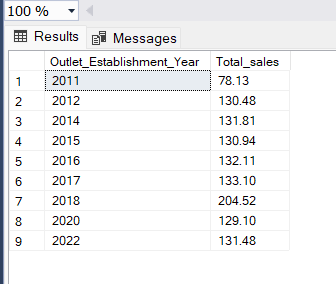
count(\*) as No\_Of\_Items,

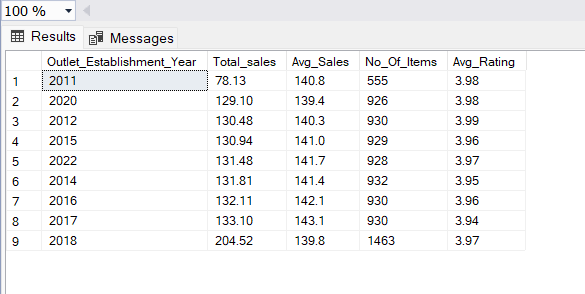
cast(avg(Rating)as decimal(10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Establishment\_Year

order by Total\_sales asc;





**Q.5 SALES BY OUTLET SIZE**

**Ans:**

select Outlet\_Size,

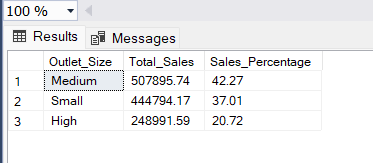
cast(sum(Total\_Sales) as decimal (10,2)) as Total\_Sales,

cast((sum(Total\_Sales)\*100.0/sum(sum(Total\_Sales))over ()) as decimal(10,2)) as Sales\_Percentage

from blinkit\_data

group by Outlet\_Size

order by Total\_sales DESC;



**Q.6 SALES BY OUTLET LOCATION**

**Ans:**

select Outlet\_Location\_Type,

cast(sum(Total\_Sales)/1000 as decimal(10,2)) as Total\_sales,

cast((sum(Total\_Sales)\*100.0/sum(sum(Total\_Sales))over ()) as decimal(10,2)) as Sales\_Percentage,

cast(avg(Total\_Sales) as decimal(10,1)) as Avg\_Sales,

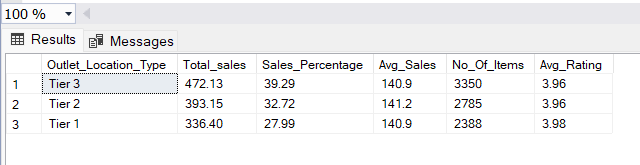
count(\*) as No\_Of\_Items,

cast(avg(Rating)as decimal(10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Location\_Type

order by Total\_sales DESC;



**Q.7 ALL METRICS BY OUTLET TYPE**

**Ans:**

select Outlet\_Type,

cast(sum(Total\_Sales)/1000 as decimal(10,2)) as Total\_sales,

cast((sum(Total\_Sales)\*100.0/sum(sum(Total\_Sales))over ()) as decimal(10,2)) as Sales\_Percentage,

cast(avg(Total\_Sales) as decimal(10,1)) as Avg\_Sales,

count(\*) as No\_Of\_Items,

cast(avg(Rating)as decimal(10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Type

order by Total\_sales DESC;

